Inauguration of Phase-III International

Training is a platform for enriching and expanding the knowledge base and refining the skills. International training programmes presents a wonderful opportunity to get a close look at a wide range of varying socio-economic and socio-cultural paradigms, which come handy in international trade relations.

The third phase of ni-msme international executive development training programmes 2019-20 were formally inaugurated on 29th January 2020 at the Institute. The phase had three programmes: Capacity Building for Providing Alternative Livelihood Opportunities for Poor (CBALO), directed by Dr. S. Sharma and Mr. J. Koteswara Rao; Intellectual Property Management Strategy for SMES (IPMSS), directed by Dr. D. Choudhury and Mrs. V. Swapna and Training of Trainers in Entrepreneurship and Skill Development (ToT-ESD), directed by Mr. G. Sudarshan and Mr. K.S.P. Goud.

All the programmes were of six weeks duration (27th January to 6th March 2020), sponsored by the Ministry of External Affairs, Govt. of India, under ITEC. A total of 84 participants from 38 countries, majority from Asia and Africa were benefited by India’s MSME experience.

Dr. Ravi Kumar Jain, Director, Symbiosis Institute of Business Management, Hyderabad was Chief Guest of the inaugural session. Mr. D Chandra Sekhar, Director General of ni-msme presided over the inaugural event in which all the Programme Directors had participated.

The training pedagogy includes, theoretical learning through conceptual discussions in the lecture halls along with a practical approach of visiting relevant organisations and enterprises located in the vicinity as well as study tours to other states. Interface with eminent domain experts was also facilitated through guest lectures.

Contd...10
**Workshop on Industrial Waste Management in MSMEs**

The SED of ni-msme had organised a two-day workshop on Industrial Waste Management in SME Sector during 27th to 28th February 2020. Sponsored by the Telangana State Pollution Control Board (TSPCB), Hyderabad, the workshop was directed by Mr. J. Koteswara Rao, AFM, SED.

Dr. K. Srinivas, Head -Technical, Ramky Enviro Engineers Pvt. Ltd., Hyderabad inaugurated the workshop. Earlier, Mr. J. Koteswara Rao outlined the objectives and structure of the workshop. Mr. K. Surya Prakash Goud, Faculty Member, SED; Dr. E. Vijaya, Faculty Member, SEM and Administration I/c and Dr. K. Visveswara Reddy, Faculty Member, SEM and Rector, ni-msme attended the inaugural event.

The Chief Guest also delivered the keynote address, unfolding the technical sessions. He spoke about advanced technologies in industrial waste management. The main objective of the workshop was to sensitise the stakeholders to issues like source, collection, handling, storage, transportation, processing and disposal of industrial hazardous waste.

Mr. Koteswara Rao highlighted the importance of waste treatment and cleaner technologies in his presentation. Hazardous waste includes products that are explosive, flammable, irritant, harmful, toxic, carcinogenic, corrosive, infectious, or toxic to reproduction. Its sources include heavy metals, hydrocarbons and organic chemicals.

Mr. Surya Prakash Goud enumerated the different rules governing waste management in India.

Apart from Dr. Srinivas, Mr. G.V. Shiva Prasad, Kukapatly Industrial Estate, Hyderabad; Dr. L. Venkat Reddy, Environmental Consultant, Hyderabad; Ms. A. Vijaya Lakshmi, IICT, Hyderabad; Ms. Sameena Begum, IICT, Hyderabad and others were among the resource persons.

During the valedictory on the 28th, Dr. Dibyendu Choudhury, Faculty Member SEM of ni-msme addressed the delegates. Mr. Koteswara Rao summed up the proceedings. Earlier, the participants, shared their impressions about the workshop, appreciated the faculty/resource persons and amenities at ni-msme.

The workshop was rated as very good. Valuable suggestions were given on various aspects of the workshop. Further, the participants suggested that similar workshops be organised at frequent intervals. The event concluded with vote of thanks.

**Refresher Training on Audit & Accounts for KVIC**

ni-msme had organised a three-day Refresher Training Programme on Audit & Accounts for Internal Audit Personnel of KVIC during 2nd to 4th January 2020, at the Institute campus. The training was sponsored by the Directorate of Audit, KVIC, Ministry of MSME, Govt. of India. Directed by Mr. K.S.P. Goud, Faculty Member, SED of ni-msme, the training was attended by about 100 officers from various state/divisional offices of KVIC.

Some of the important topics deliberated upon in the sessions included IFMS implementation in KVIC, Uniform format of accounts for central accounts bodies, Risk based internal auditing, Public finance management system (PFMS), CCS rules, General financial rules 2017, Audit para and techniques of drafting audit replies and internal auditing in electronic environment. In addition to interactive sessions, Mrs. Geeta Varier, Director (Audit), with the support of audit team, reviewed the pending UC audit, Financial audit and Audit paras, besides discussing the Action plan for implementation of IFMS, PFMS and utilisation of web portal developed by the IT team of KVIC.

During the concluding session, the participants expressed their satisfaction with programme design and thanked ni-msme for organising the training. They urged that such programmes be conducted on regular basis, extending the duration to one full week.
From the Director General’s Desk

“COVID-19 Impact on MSMEs”

World over MSMEs are acknowledged to be the backbone of the economy of any country. Numbering about 630 lakh units, Indian MSMEs contribute about 29% of GDP, 32% of gross value added, 48% of exports, 33% of manufacturing output, apart from providing employment to about 11 crore of people. The sector is poised to play a heroic role in realising the vision of 5-trillion economy for the country. In spite of the slowdown world over, the Indian government was recalibrating its equations and priorities towards achieving this dream goal.

However, the unforeseen invasion of COVID-19 pandemic, which has been gathering gradual momentum across the country and the lockdown bringing all activities to a standstill, has impacted the MSMEs along with all other socio-cultural and economic activities and lifestyle in general. Most pathetically hit are the micro units, unorganised businesses and self-employed activities. While the salaried employees are better placed, small enterprises have the assurance of job protection, the unorganised and self-employed have no hope of such silver lining. The daily wagers and contract labour are expected to take the worst blow. As of now, the lockdown has been in force for four weeks and the medical experts advise a seven-week lockdown to ensure full safety. The AIMO predicts about four crore job losses and closure of about 50% of businesses including livelihood activities, which will have a devastating effect on the economy as well as human life.

ni-msme identifies a very different type of problem. It advises both entrepreneurs and employees not to rush to work-places on relaxing the lockdown. For quite sometime after removal of lockdown, social distancing and other measures of hygiene and sanitation will need to be practised assiduously. This will be a fearful cross to those of the micro units which manage to re-open post-lockdown because most of them operate in narrow cramped up spaces which offer no scope for social distancing. Most likely, flash inspection of the work premises will be in order for quite some time and in case violation of social distancing comes to light, the entrepreneur may be adequately educated and mentored. The most important component is the financial commitments and requirements. A 3-month moratorium on EMIs has been announced, of course. The measure provides relief but not the complete solution

The Union MSME minister, during a video conference, has stated that a plan is being made ready on war footing to help lakhs of MSMEs out of their staggering losses such as working capital crunch and access to affordable financing. The Prime Minister’s Office has constituted committees to continuously monitor and assess the ground level situation and suggest if and when the lockdown can be lifted for certain sectors and normal operations resumed. Nearly 8 to 10 lakh units will be restructured in the coming days. Owners will have to take care of their workers and put in place mechanisms for proper sanitisation as a preventive measure, once they return to work.

The Finance Committee has approved a Rs. 10,000 crore Fund of Funds. This fund will facilitate MSMEs to raise money from the capital market, as a portion of their equity will be purchased by the government. MSMEs will be encouraged to enter the capital market and attract foreign investments, increase exports by enhancing production levels and create more jobs. The Government is cognisant of the issues hectoring the MSMEs in the wake of the pandemic. The packages announced by the Finance Minister will prove a great solace for the sector. Besides, the government is intent on implementing the recommendations of the RBI appointed U.K. Sinha Committee. The district officers have been directed to coordinate with banks and facilitate paper work for loans to be released speedily. Branch-wise monitoring is also underway to ease the MSME credit distress.

The CII has also constituted a COVID-19, Rehabilitation and Recovery Fund for the MSMEs. They suggested scaling up production of essential items such as masks, ventilators, essential drugs and sanitisers, all of which are in high demand. The MSME Minister also observed that this is a golden opportunity for MSMEs to boost their production limits of these lines, as various countries of world are now looking to India for their supply.

At this juncture, ni-msme is also switching over to online platform to reach out its clientele for dissemination of knowledge, information and DPRs on medical devices, personal health care products, food processing and e-commerce which have potential at present. Hopeful that the micro entrepreneurs will respond to this change for revival of their business and prosper.

Ms. S. Glory Swarupa

February - March 2020 / Page 3
A one-day workshop-cum-review meet of state khadi and village industries boards was held on 25th February 2020, at ni-msme campus. Khadi institutions/ PMEGP entrepreneurs displayed a wide range of products on the occasion.

The programme took off with the auspicious lamp lighting by Mr. Vinai Kumar Saxena, Chairman, KVIC in the presence of Ms. Preeta Verma, I.P.S., Chief Executive Officer; Mrs. Usha Suresh Iyer, I.E.S., Financial Adviser and Mr. Y.K. Baramatikar, Jr. CEO and dignitaries from the KVIC and the state boards.

Mr. Baramatikar, in his welcome remarks, observed that the KVIC has a wide range of schemes that aim at providing rural populace with income generating activities. The state boards play an important role in implementing the schemes of KVIC at district and block levels. The initiative of the boards in training, skill development, marketing and capacity building is also expanding gradually. The boards are also acting as implementing agencies in cluster development under SFURTI implementation. They will evolve a better road map for khadi and village industries in the year 2020-21.

During the technical sessions, the officials of KVIC/KVIB made presentations on Khadi activities. Mr. R.S. Pandey, Dy. CEO (Khadi) on Khadi – Rozgar Yukt Gaon and KRDP; by Mr. G. Guruprasanna, Dy. CEO (solar charkha) on solar charkha, whereas Dr. S. Greep, Dy. Director I/c (SFURTI) made presentation on the progress of SFURTI. Later, the senior officers/ representatives of Khadi boards gave detailed presentation on New Initiatives by KVIBs and performance on various schemes.

During valediction, Ms. Preeta Verma summed up the day's work. She mentioned that after a long time KVIC had conducted such national workshop, inviting board members from each state. It is a satisfying experience to have all boards and KVIC on one platform. She mentioned that KVIC looks forward for similar cooperation to achieve the aim of generation of maximum employment and also made recommendations on modification of guidelines and removal of rural-urban difference. The members present suggested for reducing the communication gap, enhancing coordination and sharing the complete information. She also mentioned that zone level workshops will be organised soon.

Mr. Vinai Kumar Saxena spoke the concluding words. KVIC and the boards are two faces of the same coin. However, in time, boards grew smaller and KVIC grew larger. We will certainly make zone groups. Interaction with smaller groups is much easier and better. Recently we had such an event in the north-east. Our schemes should be well familiarised among the people. Honey mission is a good programme with great possibilities. It provides livelihood opportunities to illiterates. Their income expands. It proved a huge success in Jammu and Kashmir. Our clay cups are in use by the Railways in 450 stations. Para militaries will use only khadi. Encourage people to make and take khadi. We cannot thank the government enough for their support. The present government especially is giving khadi its due honour. Demand for village industries products is also growing. Ensure quality and make products of acceptable quality. Railways have empanelled khadi as hundred per cent supplier and provided marketing support. You have to maintain quality. My dream is to make khadi international. There is a lot more to share. We will be meeting more frequently. Make a success of taking khadi to the highest pinnacle.

The workshop concluded with vote of thanks by Dr. Greep.

**Programme on Business Incubators**

ni-msme had organised a one-week campus training programme on Establishment and Management of Business Incubators, during 10th to 14th February 2020. Officials of the Department of Industries and Commerce of Goa, professors of G. Narayanamma Institute of Technology and Science and TKR Engineering College participated in the training.

The sessions focused on opportunities and challenges for innovators, promoting innovation and entrepreneurship in institutions, initiatives for setting up incubators, managing business incubators, role of stakeholders in the success of business incubators, promoting business networks through incubators, promoting innovation in MSME clusters and financing innovative businesses. Apart from class-room discussions, the participants were facilitated a visit to Dhama Innovations and Mothkur Ikkat Handloom Cluster.

In the closing session, the officers from Goa shared the initiatives of their state government in promoting MSMEs and initiatives taken for setting up of incubation centres, whereas the professors shared their experiences in motivating students to take up entrepreneurship, initiative towards innovative activities and their plans on promoting innovative technologies by inspiring the students.
ni-msme has been dynamically engaged in cluster related activities during January-February 2020. The Institute is the Nodal Agency (NA) for implementation of SFURTI for Bhatinda Honey Processing Cluster, Hoshiarpur Wooden Inlay and Lacquerware Cluster and SUS Garment Cluster, Pune.

Dr. Gurpreet Singh Gill, Senior Faculty Consultant, SED visited two of the clusters to review the progress of hard and soft interventions there.

**Bhatinda Honey Processing Cluster, Bhatinda, Punjab**

Dr. Gill visited the cluster on 26th February, along with Mr. Brar, Functional Manager (FM) of the District Industries Centre, the Implementing Agency (IA) of the cluster. In the meeting, the SPV president Mr. Gurcharan Singh, CDE Mr. Navneet Singh and other representatives of the SPV were present. The cluster will benefit about 1,200 farmers. After detailed discussions on the project, on 27th of February, Dr. Gill, along with representatives of IA, TA and SPV, visited machinery suppliers at Ludhiana to inspect the machinery to be installed at the CFC. The SPV members were encouraged to deposit their remaining SPV contribution so that the cluster work will be completed at the earliest.

**Hoshiarpur Wooden Inlay and Lacquerware Cluster, Punjab**

Dr. Gill visited the cluster on 28th February along with Mr. Manpreet Singh of Grant Thornton India LLP, which is the Technical Agency and the representatives of the implementing agency. The Branch Manager of Punjab National Bank was also present in the meeting. They had discussion with the artisans and the SPV president Mr. Satyog Singh, who was advised to motivate the artisans and expedite the process of setting up the CFC.

At a meeting chaired by Mr. Amarjit Singh, General Manager, DIC, Hoshiarpur, a timeline was agreed upon to set up the CFC. The operation of CFC is expected to increase the output and improve the quality of cluster products.

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- **Training in Strategic Approaches for MSME Development**

- During January-February 2020, ni-msme had organised two week-long training programmes on strategic approaches to MSME development, at the Institute campus, as mentioned below. They were customised for specific groups.

- **In January**

  The programme conducted during 20th to 24th January, was directed by Mr. K. Surya Prakash Goud, FM (SED) of ni-msme. A total of 12 participants pursuing bamboo based educational programme at the Bamboo Research & Training Centre, Chandrapur attended the training.

  The inputs included Innovation, Incubation, Entrepreneurship, MSME policy and schemes, Cluster development strategy, Micro finance and SHGs, Skill development initiatives for MSME development, Technology incubators for start-ups, Public-private partnership (PPP) for infrastructure development, Corporate social responsibility (CSR), Export promotion as MSME development strategy, Intellectual property rights and business opportunities in waste management.

  Apart from classroom inputs, exposure visits were arranged to Pochampally Handloom park and few new innovative businesses. An interaction session with experienced professionals like Mr. R.K. Mehta was conducted to discuss on various business opportunities in bamboo sector as well as on selection of bamboo species for making various products. Mr. G. Raj Kumar, Mr. L. Vijay Kumar and Mrs. Nivedita coordinated the study visits and group discussion. The participants shared some innovative business ideas as well as their future course of action.

- **In February**

  The programme conducted during 3rd to 7th February, was directed by Dr. K. Visweswara Reddy, Faculty Member (SEM) and Programme Director. Around 20 SC-ST participants attended the training. The aim was to help the participants to acquire entrepreneurial traits through motivation training and to impart/develop skills necessary for becoming an entrepreneur. They were exposed to market surveys and guided in identifying business opportunities to strategically start and run their enterprises, business plan preparation and study of project feasibility both in terms of technical and financial perspectives to help analyse their business viability and operational efficiency.

  In the concluding session the participants shared their impressions about the programme. The Programme Director appreciated the participants for their enthusiastic participation in interactions, discussions and experience sharing. Overall, the programme received good feedback and rated as very good. The programme ended with distribution of training completion certificates and vote of thanks. Mr. Satya Prasad, Senior Faculty Consultant (Social Media) was present through the concluding event.

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ni-msme had conducted the National Level Awareness Programme (NLAP)-2020 at 11 colleges in the state of Telangana, over a period of two weeks from 19 February to 7 March 2020. The aim was to create awareness about the entrepreneurship related initiatives and schemes of the Ministry of MSME for the young entrepreneurs, start-ups and aspiring/budding entrepreneurs.

Among the colleges were Nizam College, St. Xavier’s PG College, Koti Women’s College, Andhra Mahila Sabha College for Women, Methodist College of Engineering and Technology, St. Joseph’s Degree & PG College, Government Women’s Degree College and J.B. Institute of Engineering & Technology, to name a few. All of these institutes are interested in organising more such programmes in collaboration with ni-msme.

During the event, two MSME video clips were shown, information brochures, calendars, notepads and pens were also distributed. Dr. Sandeep Bhatnagar, Director (Marketing & Business Development), ni-msme and his team, consisting of Mr. Satya Prasad, Mr. Sharath Babu, Mr. Issac, Ms. Suzan and Mr. Ravinder interacted with the students, faculty members and department heads. All the events were coordinated by Mr. Bhatnagar.

School of Entrepreneurship & Extension (SEE)

FDPs Completed

The SEE of ni-msme had organised two faculty development training programmes in entrepreneurship development, of two weeks duration each, during January and February of 2020. One of them was conducted in Hyderabad and the other in Visakhapatnam.

The programmes were sponsored by the Department of Science and Technology (DST), under the DST NIMAT-EDII project for FY 2019-20. Dr. Shreekant Sharma, AFM, SEE directed both the programmes while Ms. Srilatha, consultant (SEE) coordinated.

The aim of the Faculty Development Programme (FDP) is to equip science and technology faculty with skills and knowledge essential for inculcating entrepreneurial values among the students and guiding and monitoring their progress towards successful entrepreneurial career.

In Hyderabad

The training programme in Hyderabad was held during 6th to 18th January 2020, at ni-msme campus. Total 23 faculty of different science and technology colleges participated in the training.

The Programme Director elucidated the significance of FDP in his opening remarks, after which the theme sessions followed as per the schedule.

In Visakhapatnam

The training in Visakhapatnam was held during 10th to 22nd February 2020, at Vignan’s Institute of Information Technology (VIIT), Visakhapatnam.

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Programmes on Entrepreneurship

At ni-msme, Entrepreneurship Awareness Programmes (EAPs) are regularly and continually organised, with the aim of inculcating and nurturing ambition for entrepreneurial career among the young college graduates.

The inputs in these programmes focus on different aspects of industrial activity required for setting up of MSEs. These EAPs are generally conducted in ITIs, polytechnics and other technical institutions, where skill is made available to motivate them towards self-employment. The course contents of such activities are designed to provide useful information on product/project selection and project profile preparation, marketing avenues/techniques, product/service pricing, export opportunities, infrastructure facilities available, financial assistance and financial institutions, cash flow, accounting, product casting, etc.

Two such EAPs were conducted during the month of February, 2020. One was held at Ramchandra Engineering College, Eluru, while the other was conducted at QIS College of Engineering, Nellore. Both were organised simultaneously during 12th to 24th February 2020.

During February, ni-msme also initiated seven ESDPs in different locations in the state of Andhra Pradesh and in Hyderabad. The programmes concluded in the month of March 2020.

School of Enterprise Information and Communication (SEIC)

Book Exhibition for Phase-III

A book fair was organised at the campus during 31st Jan. to 1st Feb. 2020, for the convenience of the participants of phase-III international programmes. On behalf of the Director General, Mr. Sandeep Bhatnagar, Director (Marketing & Business Development) inaugurated the event.

The inauguration was attended by Mr. N. Murali Kishore, Asst. Registrar; Mr. G. Sudarshan, AFM (SEE) and Mr. J. Koteswara Rao, AFM (SED). Earlier, Dr. Shreekant Sharma, AFM (SEE) narrated the context and relevance of the exhibition. The international delegates used their book allowance, provided by the MEA, Govt. of India to buy necessary instructional/reference material, guided by the programme directors.

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The programme was inaugurated by Dr. B. Arundhati, Principal, VIIT. Dr. V. Madhusudhanarao, Rector VIIT; along with Dr. Murali Krishna, Sr. Faculty, Management Department and programme coordinator for FDP at VIIT; Ms. Naga Jyothi local coordinator of VIIT (incubation & MSME) and Ms. Padmaja on behalf of ni-msme participated in the inaugural event.

During the valedictory the principal, rector and programme coordinator of VIIT were present. Mr. R. Naga Rajesh, Jr. Consultant represented ni-msme. The VIIT officers as well as the participants thanked the DST, ni-msme and Govt. of India for the training, which would help motivate the students towards entrepreneurship.

The programme concluded with the distribution of training completion certificates to the participants, which was followed by rendition of national anthem.

The inputs coverage focused on the topics of Emerging trends and role of DST in promoting entrepreneurship; Curriculum development for promoting entrepreneurship among S&T target groups; Business opportunity identification and guidance; Creativity and problem solving; Market survey: need, importance, tools and techniques; Entrepreneur Selection, MSME institutional support (role of supporting agencies like DIC, MSME-DI, NSIC, KVIC and ni-msme); Business opportunity identification and guidance; MSME schemes; R&D institutions for technologies for commercialisation; Promoting entrepreneurship: role, task and challenges, skills required to be an effective entrepreneur; How to prepare business plan; Sources of funds: venture capital, need and importance of financial management, BEP, working capital assessment, importance of IPR and patent registration and mentoring. Field visits were also arranged as part of training to Indian Institute of Chemical Technology (IICT) and Advanced Research Centre for Powder Metallurgy and New Materials (ARCI) in Hyderabad and to successful enterprises in the industrial estate in Visakhapatnam to provide insights into the process of entrepreneurship development.
### Programme on Leadership for Young Managers

A training programme on Leadership for Young Managers was organised in the Institute campus during 20th to 24th January 2020. Sponsored by ECIL, Hyderabad, the programme was directed by Dr. Dibyendu Choudhury, FM, SEM, while Dr. Shreekant Sharma, AFM, SEE was the co-director. The programme was inaugurated on the 20th, during which Mr. C. Munikrishna, GM-HRD of ECIL was present.

During the inauguration, the Programme Director outlined the objectives and contents of the programme and enumerated the physical facilities and infrastructure at the campus. He underscored the importance of e-commerce and digital marketing and cited some practical cases and shared his experience vis-à-vis leadership qualities.

The inputs included Corporate governance and RTI; Habits of successful people; Change management and intrapreneurship; Conflict and stress management; Strategic management - business and customer centric orientation; Effective and non-verbal communication; Effective team building; Strategic management - corporate and vendor development plan and programme.

Among the resource persons were Mr. G. Jayakar Rao, Trainer; Dr. Anupama Modigonda, IBS, Hyderabad and Mr. Munikrishna; apart from ni-msme faculty. The interesting feature was Mr. S. Radha Krishna’s session, which prompted the participants do some easy exercises while being seated. He showed several videos demonstrating that leading a stress-free life is quite easy and only asks for a few minutes every day. He also fielded questions. The participants were delighted with the session.

The training concluded through a formal valediction on the 24th. Mr. Y. Nageswara Rao, GM (Finance), ECIL presided over the event. Addressing the trainees, he said that the purpose of the training was to equip the young managers of their organisation with skills essential for fostering managerial culture among the staff, encouraging them to develop leadership qualities, to guide and monitor their progress in that direction.

Mr. Nageswara Rao (GM- Finance); Mr. M. Mrutyumjayudu, Dy. GM-HRD; Mr. D. Chandra Sekhar, Director General of ni-msme; Dr. Shreekant Sharma and Mr. Shivanandaji Maharaj of Ramakrishna Mission participated in the event.

The Director General of ni-msme congratulated the trainees on successful completion of the training and wished them success in their endeavours. Earlier, the participants, expressing their views, said that the programme was useful and appreciated the Programme Director for smooth conduct of the programme and timely guidance. Rating the programme as very good, they promised to practise the skills and knowledge acquired here in their work places. They thanked all the functionaries of ni-msme for their hospitality and for making their stay at the campus comfortable.

ni-msme distributed T-shirts inscribed with the ni-msme logos, captioned “Young Leaders”, to all the participants. Mr. Nageswara Rao and Mr. Mutyumjayudu, along with the Director General of ni-msme, distributed training completion certificates among the participants. The programme was co-ordinated by Mrs. T. Padmaja.

### Social Media Marketing

Sponsored by the National SC-ST Hub, Ministry of MSME, Govt. of India, the SEM of ni-msme had organised a one week training programme on Internet and Social Media Marketing for SMEs during 20th to 24th January 2020. The programme was directed by Dr. Dibyendu Choudhury and Mrs. V. Swapna.

The Programme Director welcomed all the participants and introduced the trainees to the Institute's activities. A total of 20 participants from different organisations and institutions were trained in the programme. The inputs focused on consumer behavioural changes, social media marketing - goals and strategies, marketing plans, e-marketing, identifying target audiences, social media platform and network site, AIDA, CRM, legal challenges and IP issues, etc.

During the concluding session, the participants shared their impressions about the programme and facilities. The Programme Director appreciated the participants for their eager participation in interactions, discussions and sharing their experiences. Overall, the programme feedback was favourable and rating was “very good”. The programme concluded with the distribution of training completion certificates and vote of thanks by Mr. Satya Prasad, Senior Faculty Consultant (Social Media), ni-msme.
ESDPs for National SC-ST Hub

ni-msme, the pioneer training institute had organised six Entrepreneurship and Skill Development Programmes (ESDPs), sponsored by the National SC-ST Hub of the Ministry of MSME, Govt. of India and concluded during January/February 2020. The training was in six trades as follows.

1. ESDP on Animation

ESDP on Animation was conducted during 25th Nov. 2019 to 28th Feb. 2020. Thirty participants were trained in the theory and practice of animating particle effects, 3D animation, creating areas of detail on a poly mesh, modelling a catapult, suggestions for modelling polygons, editing NURBS surfaces, patch modelling: a locomotive detail, using artisan to sculpt NURBS, modelling with simple deformers, the lattice deformer, animating through a lattice, sub-division surfaces, creating a starfish, building a tea kettle, shading and texturing, maya shading, shader types, shader attributes modelling with NURBS, sub-divisions and deformers, using NURBS surfacing to create polygons, demo project covering all tools & techniques. Mrs. Vijaya, Consultant (faculty), ni-msme was the trainer for the programme.

2. ESDP on Digital Photography & Videography

A total of 30 participants were trained in this programme, which was held during 2nd Dec. 2019 to 31st Jan. 2020. Participants were given field shooting assignments, exposure to studio environment for videography in colour harmony and on various techniques such as frames, white balance, exposure, aperture, shutter ISO composition, rule of third and circular frames. Mr. Ravindra, Consultant (faculty), ni-msme was the trainer for the programme.

3. ESDP on Fashion Designing

ESDP on Fashion Designing was conducted during 25th Nov. 2019 to 28th Feb. 2020, the participants were taken to a fashion expo/exhibition. The aim was to expose them to marketing channels, knowledge of fabric, trimmings, accessories, marking and laying on fabric, cutting of fabric, trial of garments, alteration of defects, drafting, cutting and stitching of ladies garments with different designs and styles as per the market trend, knowledge and maintenance of sewing machine. Definition and knowledge of different seams and stitches, importance of pattern making, cutting techniques, difference between yards and meters, taking measurements, testing and inspection, QMS/EMS, knowledge of fabric, selection of fabric. They were given projects to gain knowledge on various fashion trends. Mr. Rama Rao of ni-msme was the trainer.

4. ESDP on Tailoring

The trainees of the ESDP on tailoring trained in selection, usage and maintenance of tools/machines/equipment, basic drawings, smocking, hand embroidery (basics), health and safety practice, select, use, maintain and storing of tools, equipment and clothing, measuring, pattern making, cutting, stitching and finishing of different garments in different designs and techniques. Mrs. Sridevi, Consultant (Faculty) was the trainer.

5. ESDP on Hand Dyeing

ESDP on Hand Dyeing was conducted during 2nd Dec. 2019 to 6th Feb. 2020, participants were given input in elements and principles of design, preparation of colour wheel, materials, tools and equipment, identifying and using tools and equipments, fabric (burning) test, dyes and their affinity for different fibres, tie and dye, resist printing, preparing the fabric for tie and dye and related topics.

6. ESDP on Make-Up

Mrs. Prathima Raj, Consultant (faculty) trained the participants of ESDP on Make-Up held during 2nd Dec. 2019 to 31st Jan. 2020. The inputs on makeup techniques such as 3D make-up, HD make-up, contouring, professional make-up, air brush make-up, organic facial making and application, permanent hair straightening, mole making and warts removal, haircuts, manicure and pedicure are provided to the participants. The participants were taken to seminars and workshops on becoming professional make-up artist to make them aware of emerging machineries and tools used in make-up.
EDP on Start-Up and Scale Up for International Trade

ni-msme, in association with the Management Development Programme (MDP) Division of the Indian Institute of Foreign Trade (IIFT), Kolkata Campus, conducted a 14-day long entrepreneurship development programme on start-up and scale up for international trade during 17th Feb. to 1st Mar. 2020. Organised at the IIFT Kolkata campus, the programme was sponsored by the National SC/ST Hub (NSSH) exclusively designed for the aspiring/budding and existing SC/ST entrepreneurs from all over the country, with a view to enhancing their skills in international trade.

The programme was inaugurated by Dr. K. Rangarajan, Centre Head, IIFT Kolkata Campus in the presence of Dr. Gautam Dutta, Programme Director & Head, MDP Division, IIFT Kolkata; Dr. Rajendra Prasad Sharma, Faculty, IIFT and Dr. K. Visweswara Reddy of ni-msme.

The programme started with dignitaries lighting the lamp as per the auspicious tradition of the land. Dr. Gautam Dutta then welcomed the house. He spoke about the need for such training particularly in the context of advancement in export of products from India. Giving a brief description of training content, he assured the participants that they will get the best inputs on identification of international markets for their manufactured items and use the techniques learned here in their practical sphere of activities regularly.

Dr. K. Rangarajan in his inaugural speech discussed the extent to which the inputs of the training and interactions with the resource persons of the programme are going to re-orient the participants with the nitty-gritties of export process, supplemented with clear insights into techniques related to matching the products and their international markets.

Dr. K. Visweswara Reddy, speaking on the occasion, observed that this training programme would be beneficial for participants aspiring to become entrepreneurs in international trade. The National SC/ST Hub aims to help the development of entrepreneurs among the SC/ST community. The motive of this programme was to identify such gaps and overcome them to enhance exports by SC/ST entrepreneurs.

A total of 30 aspiring as well as practising SC/ST entrepreneurs from different parts of the country participated in this training. The training inputs included overview and aspects of international trade, India’s foreign trade policy, Identifying export products, Identifying overseas customers, Buyers verification, Export procedures, Documentation, Export-import cycle, Customs documentation, Duty calculations, International commercial terms, Port documentation, Shipping and air transportation procedures and documentation, Export logistics, Multi-mode transportation, Warehousing, Packaging and e-marketing, Obtaining IEC code and preparation of business/financial plan for business.

Feedback from the participants was collected every day, individual session-wise as well as at the end of the programme. All the participants stated that the programme was useful, the concepts well explained by the faculty, queries addressed with clarity. Candidates were asked to give an overall feedback of the programme.

The valedictory function was presided over by Dr. Gautam Dutta, in the presence of Ms. Veera Jyothi of ni-msme. Dr. Gautam Dutta asserted that modifications would be made in the contents and design of the EDP for future batches based on the feedback received from the participants. He also called on the participants to implement the concepts learned in the training in their work situations. The programme ended with vote of thanks.

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As is the custom at **ni-msme**, the arrival of new international calendar year was celebrated at the campus on 1st January 2020.

A get-together of all the members of **ni-msme** family was organised at the outdoor venue UTSAV. All members exchanged greetings. Mr. D. Chandra Sekhar, Director General addressed the gathering with a greeting of happiness. He shared with the gathering of employees the vision and mission of the Institute. Dr. Ashwani Goel, Director (Academics); Mr. Sandeep Bhatnagar, Director (Marketing & Business Development); Dr. Dibyendu Choudhury, FM (SEM) and Admin i/c; Mr. Koteswara Rao Jagannadham, AFM (SED) and Dr. Shreekant Sharma, AFM (SEM) also spoke on the occasion about the on-going and future plans of development in their respective departments. Mr. K. Sai Kiran, A.A. and General Secretary of the **ni-msme** Employees Union and other officers also spoke on the occasion.

**Bid Farewell**

Mr. G. Ramchander, Multi Task Attender retired from the service of the Institute on 31st January 2020, on attaining the age of superannuation.

A get-together was organised in the evening of the day to give him farewell. On the occasion Mr. D. Chandra Sekhar, Director General; Mr. K. Surya Prakash Goud, FM (SED); Mr. Koteswara Rao Jagannadham, AFM (SED); Mr. N. Murali Kishore, Asst. Registrar; Mr. K. Sai Kiran, A.A. and General Secretary, **ni-msme** Employees Union and others spoke good words about the outgoing employee.

The Director General has honoured Mr. Ramchander with a token gift on behalf of the Institute.

**Martyr’s Day**

**ni-msme** observed the Martyrs’ Day on 31st January 2020, in remembrance of the thousands of brave people of this land who sacrificed their lives to free the country from the grip of foreign rule during the struggle for India’s freedom.

All the employees of **ni-msme** observed silence for two minutes at their respective work-place.
Republic Day Celebrated

The 71st Republic Day of the nation was celebrated at ni-msme campus in a spirit of joy and dedication. Every year the Institute celebrates the 26th of January to commemorate the constitution of independent India coming into force on 26 January 1950. All the officers and staff and the national and international trainees in the campus attending different programmes, assembled in front of the New Training Building, at the flag post, at 8.50 a.m.

The celebration began with the hoisting of the national flag by the Director General Mr. D. Chandra Sekhar. The flag hoisting was followed by the rendition of India’s National Anthem, to which all the Indians gave their voice.

The Director General addressed the assemblage in English, explaining the importance of the event. He first gave greetings of the occasion to the gathering. Then he discussed the role of the Government of India in the development of MSME sector and highlighted how ni-msme has been working with the mandate of assisting the start-ups and MSMEs.

A cultural programme, in which all the talented enthusiasts had participated, followed the ceremony. The entire campus was illuminated in tricolour for the occasion, with serial electric bulbs, reflecting the image of the National Flag.